

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re application of: Chang et al. Serial No.: 10/024,449 Filing Date: December 17, 2001 For: System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization | Examiner: Boyce, Andre D. Group Art Unit: 3623 Confirmation No.: 6208 |
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RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This paper is submitted in response to the most recent Office action, which was non-final.
Reconsideration and favorable action are requested.

Please amend the application as indicated below.

IN THE CLAIMS

Please amend independent claims 1 and 58 as set forth below.

Please add new dependent claims 70-71.

This listing of claims will replace all prior versions, and listings, of claims in the application: